

7 KEY POSITIONS

It is critical to organize your business so that all of the necessary positions are covered by your staff. In many cases as you are growing one person may be in charge of multiple positions. That is fine. The important element is that all positions are assigned to someone specific.

POSITION	MAIN GOAL	SUMMARY
Marketing	To fill the weekly Weight Loss Seminars each week by calling patient leads.	They are responsible for answering incoming calls from different marketing campaign. They are expected to have proper scripting memorized. The Marketer's number one weapon is time on the phone. Most of their time is spent on the phone, making calls to get people to register for the seminar. They are required to use the Club Reduce Tickler System. They are also in charge of trade shows. They have metrics to report daily and weekly. They have a daily checklist as well.
Sales and Seminar Presenter	To sell Programs	They are in charge of Presenting the seminar in such a way that all seminar attendees want to schedule a one-on-one evaluation. They are in charge of meeting with New Arrival's and going over the symptom assessment. They are in charge of keeping a tickler up to date with their leads from the seminar. They have metrics to report daily and weekly. They have a daily checklist as well.
Seminar Assistant	To prep room and documents for the seminar. To assist with scheduling and answer questions after the seminar.	They are in charge of getting everything prepped and ready for the seminar. They are in charge of working the seminar, welcoming attendees, making sure they sign in and get their packet. They are in charge of helping attendees sign up for the one-on-one weight loss evaluation after the seminar. They are in charge of updating "urgent updates" after the seminar. They have metrics to report daily and weekly. They have a daily checklist as well.
Front Desk	Front Desk checks patients in, handles transactions, schedules and answers the phone.	They are in charge of checking patients in, making reminder calls for New Arrivals and Current Patients the day before their appointment, keeping all logs up to date, processing transactions for purchases, creating new patient folders, scheduling, answering calls, returning messages, coordinating with the Sales person and the Therapy Staff about patients, upselling and making sure the office flows. They have metrics to report daily and weekly and a daily checklist.
Accountability Coach	To keep patients motivated during the program.	They are in charge of meeting weekly with patients who are currently on programs. They keep a tickler of all current patients on programs. They also call these patients once a week, typically on a different day than their appointment is. They have metrics to report daily and weekly and a daily checklist.
Therapist	To provide amazing therapy services to patients.	To provide weight loss, neuropathy and chiropractic services to patients and potential patients. They have metrics to report daily and weekly and a daily checklist.
Manager	To make sure the office runs smoothly.	Make sure all logs, checklists and metrics are up to date. Oversee all meetings. Handle employee hiring and firing. In charge of employees. Checks in daily with each employee to see how they are doing. Handles write-ups when policy is broken. Reports to Business Owner.

